

## Message Text

UNCLASSIFIED

PAGE 01 NAHA 00484 261344Z

44

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
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R 260440Z SEP 75  
FM AMCONSUL NAHA  
TO USDOC WASHDC UNN  
INFO SECSTATE WASHDC 1855  
AMEMBASSY TOKYO

UNCLASSIFIED NAHA 484

E.O. 11652: NA

TAGS: BEXP, BTRA, BTIO, JA

SUBJECT: FOREIGN BUYERS PROGRAM: NATIONAL HARDWARE SHOW

REF: NAHA 414, 418, 438

1. FOURTEEN OKINAWAN BUSINESSMEN PARTICIPATED IN THE NATIONAL HARDWARE SHOW IN CHICAGO ESCORTED BY FSL SINTARO TAKARA. THEY COLLECTED SAMPLES AND CATALOGS OF HARDWARE AND HOME IMPROVEMENT PRODUCTS AND NEGOTIATED DISTRIBUTORSHIPS FOR EXHIBITED PRODUCTS. IN ADDITION TO THE HARDWARE SHOW, MOST BUSINESSMEN HAD INDIVIDUAL BUSINESS NEGOTIATIONS WITH U.S. AND JAPANESE BUSINESSMEN IN CHICAGO, NEW YORK, LOS ANGELES THROUGH INTRODUCTIONS BY U.S. AND JAPANESE BUSINESSMEN AT THE HARDWARE SHOW OR FROM TOKYO.
2. PARTICIPANTS REACTIONS TOWARD U.S. HARDWARE, GARDENING AND

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OTHER HOME IMPROVEMENT PRODUCTS WERE GREAT. THEY WERE HIGHLY IMPRESSED WITH THE HIGH QUALITY, ATTRACTIVENESS, AND COMPETITIVE PRICING OF U.S. HARDWARE PRODUCTS, GARDENING EQUIPMENT, HOME IMPROVEMENT EQUIPMENT. THEY WERE ESPECIALLY INTERESTED IN IMPORTING PLUMBING EQUIPMENT, HAND TOOLS, SPRINKLERS, MASSAGE SHOWER EQUIPMENT, DISHMASTER, BARBECUE SETS, BEACH/CAMP LIGHTING EQUIPMENT, ARTIFICIAL LAWN CARPET, FLOOR COVERINGS, PAINTS AND SPRAYERS.

3. IMMEDIATE PURCHASES OF SAMPLES AT THE SHOW AMOUNTED TO \$3,168. APPROXIMATELY \$2,458,000 DIRECT IMPORTS ARE EXPECTED WITHIN ONE YEAR BASED ON RECENT INTERVIEWS WITH PARTICIPANTS, PLUS A SINGLE \$250,000 PURCHASE OF AIRCONDITIONING AND HEATING SYSTEMS BY ONE PARTICIPANT. THESE BUYERS TRIPS TO THE U.S. SHOW LOCAL BUSINESSMEN U.S. PRODUCTS

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AND PROVIDE AND IDEAL OPPORTUNITY TO INTRODUCE THEM TO THE LOCAL

BUSINESS COMMUNITY.  
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## Message Attributes

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